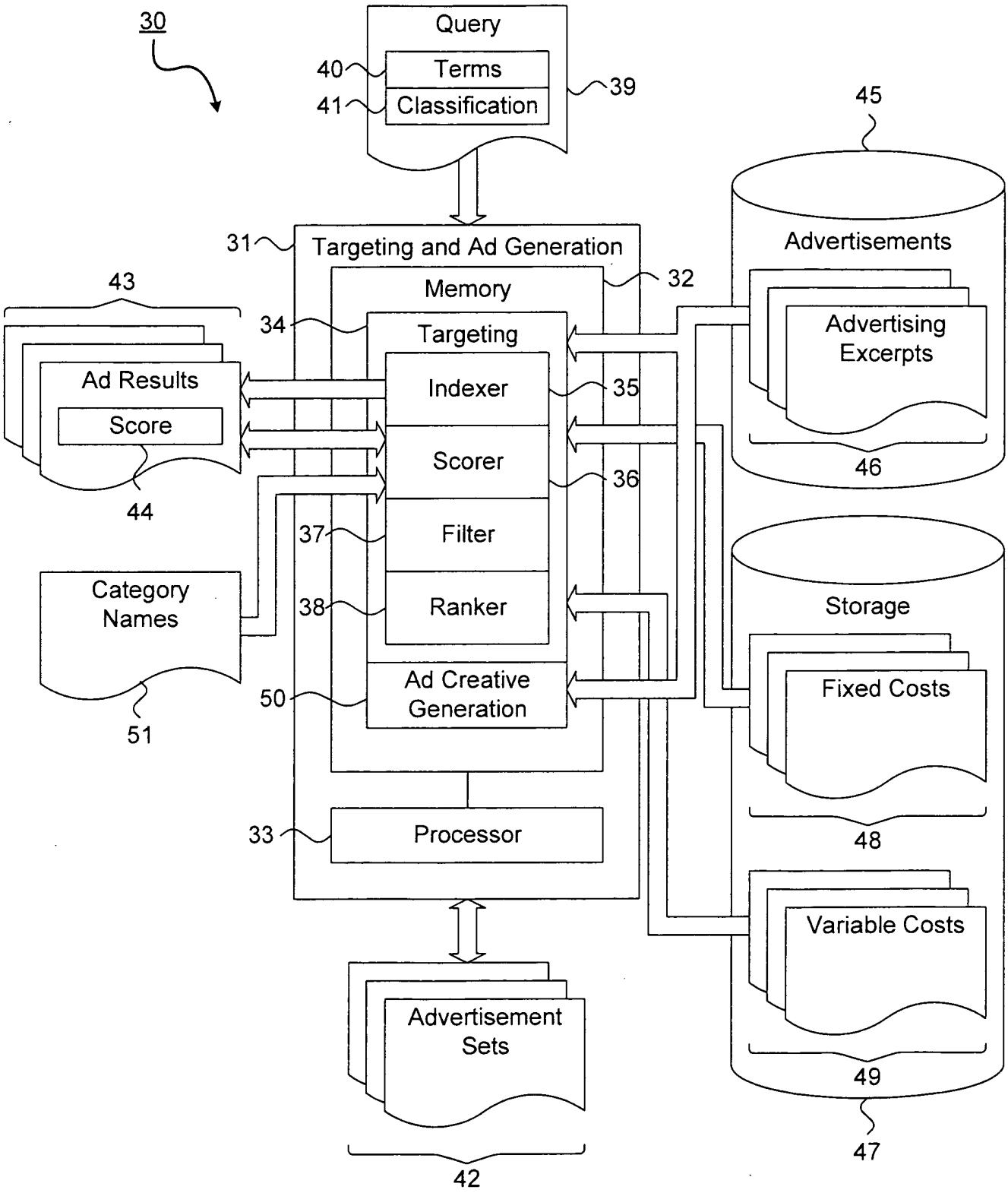
Figure 2.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Query
40
Terms
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Classification
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Advertisements
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Targeting and Ad Generation
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Targeting
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Fixed Costs
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Processor
Variable Costs
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Figure 4.

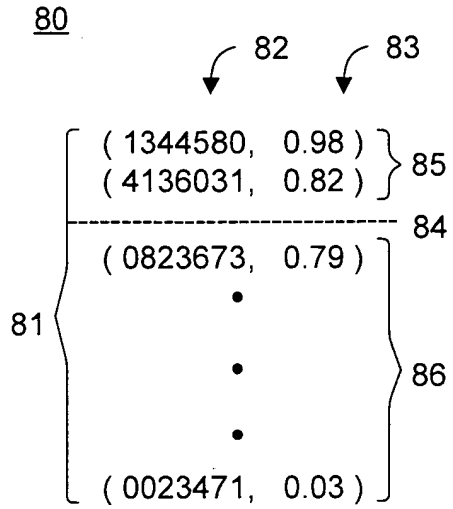
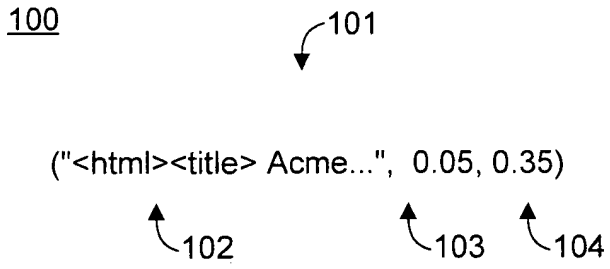
Figure 6.